



LAKE MOUNTAIN STAKEHOLDER CONSULTATIVE COMMITTEE (SCC)

MEETING #1 – 13TH FEBRUARY 2025

The following topics were discussed at the February meeting of the Lake Mountain Stakeholder Consultative Committee.

Lake Mountain specific discussion points

Marketing & Communications

New marketing model was introduced with the appointment of a Group Marketing Manager responsible for delivering all resort winter and summer campaigns.

Winter recruitment campaign is now live and will continue throughout winter.

Operations

Thursday to Monday winter operations schedule will continue for Lake Mountain for 2025.

Resort Entry

A new Digital Visitor Services Platform Project will be trialled at Lake Mountain aiming to streamline resort entry engagement.

ARV discussed Resort Entry Pricing including the proposed price point for the All Resorts Pass.

All Resorts Discussion Points

ARV Strategies

ARV has undertaken a large body of strategic work to inform the way forwards for the organisation. This includes the completion of the Asset Management Strategy, reaching final draft of the Capacity Analysis framework, and draft of the Traditional Owner Engagement and Self Determination Strategy. Key insights from these strategies will be presented back to the SCC.

Alpine Resorts Strategic Plan

Engagement for the Alpine Resorts Strategic Plan will start in March, aiming for completion by the end of 2025 and implementation from January 2026.

ARV Board member update

At the end of 2024, four of nine ARV Board member tenures were due to expire. All existing members have been re-appointed following the State Government recruitment process, ensuring continuity at the Board level for the resorts and ARV.

Climate Change Adaptation Strategy

ARV presented a summary of the Draft Climate Change Adaptation Strategy, highlighting key objectives and actions for ARV to enhance resilience and sustainability in the resorts. The SCC has been asked to provide feedback on the draft, which will be circulated with the meeting minutes.

The next meeting of the Stakeholder Consultative Committee will be held on Thursday 24th of April 2025.